



**STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN  
(National Occupational Skills Standard)**

**SALES & MARKETING ADMINISTRATION  
LEVEL 4**



**JABATAN PEMBANGUNAN KEMAHIRAN  
KEMENTERIAN SUMBER MANUSIA**

Department of Skills Development  
Ministry of Human Resources, Malaysia

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# **STANDARD PRACTICE**

## **NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR;**

### **SALES & MARKETING ADMINISTRATION    LEVEL 4**

#### **1. INTRODUCTION**

Marketing management is a business discipline focused on the practical application of marketing techniques and the management of marketing activities and the firm's resources. Growing forces of globalization have led firms to market beyond the borders of their home country, make a very important international marketing and marketing strategy firm interior. Marketing management can be defined as the process of marketing program management to achieve organizational goals and objectives. It is an important area of business management functions involve planning, implementation and control of marketing programs. It performs all the functions of management in the field of marketing.

Marketing is a very important aspect in business since it contributes greatly to the success of the organization. Production and distribution depends on marketing. Many people think that sales and marketing are essentially the same. These two concepts are different in many respects. Marketing includes advertising, promotions, public relations, and sales. It is the process of introducing and promoting the product or service to market and promote the sale of the public to buy. Sales refer to the act of buying or the actual transaction customers purchasing the product or service.

The business services sector in Malaysia accounted for only 2.9 per cent of GNI, creating enormous opportunities for growth. In other emerging economies, such as China and the Philippines, the business services sector is expected to grow around 11 percent in the next decade. In line with the aim of achieving a high-income nation status by 2020, Malaysia should aim to match or even surpass this level. By 2020, it must be like to move closer to the benchmark developed countries like the United Kingdom, where the business services sector contributes about 20 percent of GDP and employment and 14 percent of exports, and this goal can only be achieved with the support of sales & marketing personnel.

Since the goal of marketing is to make the product or service known and recognized in the market, marketers need to be creative in their marketing activities. In this highly competitive nature of many businesses, getting noticed product is not easy.

**Pre-requisite**

Based on the workshop findings, it was decided that the minimum requirement for those interested to enrol this course are as follows:

- Proficiency in basic English and Malay language
- Competent level 3 in Sales & Marketing Operation

**Legislations to regulate the Sales & Marketing industry:-**

- a. Akta Jualan Langsung Dan Skim Anti-Piramid 1993 (Akta 500)

## 2. OCCUPATIONAL AREA ANALYSIS

Sales & Marketing Administration (Level 4) is categorised under Business & Finance sub-sector of the Business Management Sector, shown in Fig. 1.1 and Fig. 1.2

The panel of experts have concluded that the job area should start at Level 4 due to the administrative and managerial competencies required.

<b>SECTOR</b>	<b>BUSINESS MANAGEMENT</b>
<b>SUB SECTOR</b>	<b>BUSINESS &amp; FINANCE</b>
<b>LEVEL/ AREA</b>	<b>SALES &amp; MARKETING</b>
<b>LEVEL 5</b>	SALES & MARKETING MANAGER
<b>LEVEL 4</b>	SALES & MARKETING EXECUTIVE
<b>LEVEL 3</b>	SALES PERSON
<b>LEVEL 2</b>	N/A
<b>LEVEL 1</b>	N/A

Figure 1.1 Occupational Structure for Sales & Marketing

<b>SECTOR</b>	<b>BUSINESS MANAGEMENT</b>
<b>SUB SECTOR</b>	<b>BUSINESS &amp; FINANCE</b>
<b>LEVEL/ AREA</b>	<b>SALES &amp; MARKETING</b>
<b>LEVEL 5</b>	SALES & MARKETING MANAGEMENT
<b>LEVEL 4</b>	SALES & MARKETING ADMINISTRATION
<b>LEVEL 3</b>	SALES & MARKETING OPERATION
<b>LEVEL 2</b>	N/A
<b>LEVEL 1</b>	N/A

Figure 1.2 Occupational Area Structure for Sales & Marketing Industry

### 3. DEFINITION OF COMPETENCY LEVEL

The NOSS is developed for various occupational areas. Candidates for certification must be assessed and trained at certain levels to substantiate competencies. Below is a guideline of each NOSS Level as defined by the Department of Skills Development, Ministry of Human Resources, Malaysia.

Malaysia Skills Certificate Level 1:  
(Operation and Production Level)      Competent in performing a range of varied work activities, most of which are routine and predictable.

Malaysia Skills Certificate Level 2:  
(Operation and Production Level)      Competent in performing a significant range of varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy.

Malaysia Skills Certificate Level 3:  
(Supervisory Level)      Competent in performing a broad range of varied work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.

Malaysia Skills Diploma Level 4:  
(Executive Level)      Competent in performing a broad range of complex technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.

Malaysia Skills Advanced Diploma  
Level 5: (Managerial Level)      Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, planning, execution and evaluation.

#### **4. MALAYSIAN SKILL CERTIFICATION**

Candidates after being assessed verified and having fulfilled Malaysian Skills Certification requirements shall be awarded with the Malaysian Skills Diploma (DKM) at Level 4.

#### **5. JOB COMPETENCIES**

The *Sales & Marketing Administration* (Level 4) personnel are competent in performing the following core competencies:-

- Product Analysis
- Market Analysis
- Corporate Sales
- Sales Budgeting
- Sales & Marketing Staff Monitoring & Control
- Sales Performance Evaluation
- Marketing Collateral Preparation
- Departmental Administration

#### **6. WORKING CONDITIONS**

Sales & Marketing Executive are expected to work without time limit as the long hours of work, or a weekend and no time constraints. As Marketing Administration is able to work under pressure in an effort should achieve company goals and objectives. There to meet and work closely with Customers and Related Personnel to keep good company rapport

In addition, the Sales & Marketing Executive are expected to attend networking events, product launches and exhibitions usually occur outside of office hours. There may also be opportunities to travel abroad because many firms have branches and offices abroad.

#### **7. EMPLOYMENT PROSPECTS**

In the business world, sales & marketing personnel is very important staff. Business will disintegrate if sales and marketing team are weak.

In the case of a wider job market, sales & marketing personnel with multitasking capabilities make it more marketable. Specializes in marketing can not pay in advance in a career that would specifically like finance or accounting, however, there are many

opportunities to use their knowledge and skills in the market that specialize in marketing will allow personnel to work in so many more industries because every business needs to sell and market themselves, no matter what they do. Similarly, with an ever-expanding industry, more opportunities emerge, thus creating a need for personnel Sales & Marketing locally and globally.

## **8. TRAINING, INDUSTRIAL/PROFESSIONAL RECOGNITION, OTHER QUALIFICATIONS AND ADVANCEMENT**

A professional recognition for a particular position is given by the industry itself. But at present, there is no reference standard professional qualification with respect to this particular job titles. For this workshop, input from a panel of experts was used to support the employee recognition in this field

## **9. SOURCES OF ADDITIONAL INFORMATION**

Ministry of Human Resources,  
Level 2, 3 & 4, Block D3, Complex D  
Federal Government Administrative Centre  
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Fax: 603 - 8889 2443  
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Web: <http://www.dosh.gov.my>

Institute of Marketing Malaysia  
1G-1<sup>st</sup> Floor, Bangunan SKPPK,  
Jalan SS9A/17, Petaling Jaya,  
47300, Selangor.  
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## 10. ACKNOWLEDGEMENT

The Director General of DSD would like to extend his gratitude to the organisations and individuals who have been involved in developing this standard

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- iii. Hisyam Bin Mohd Suhaimi  
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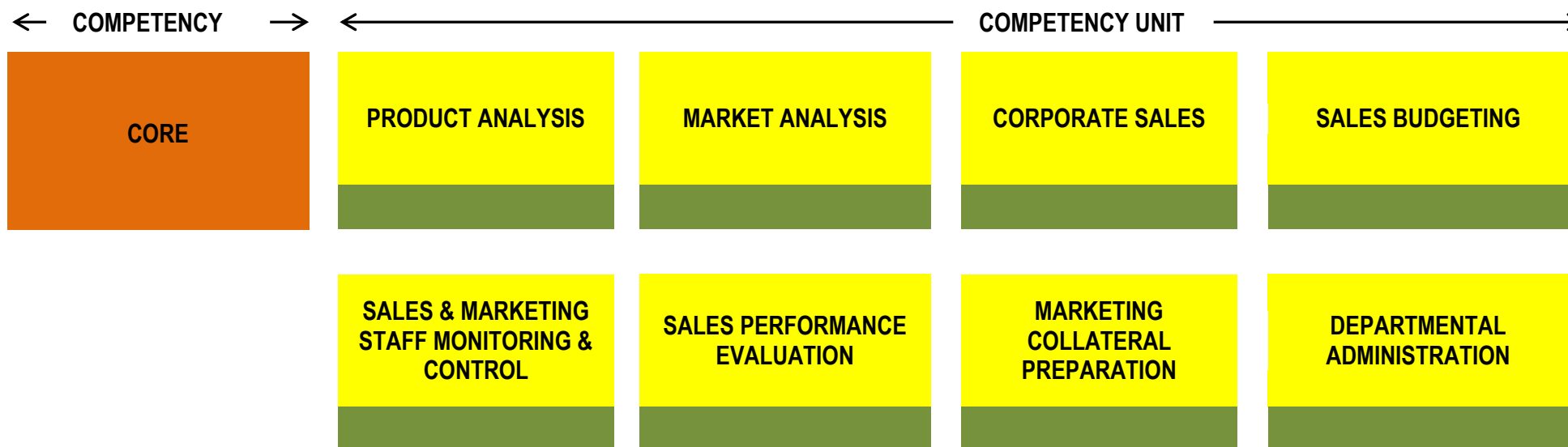
**11. COMMITTEE MEMBERS FOR DEVELOPMENT OF STANDARD PRACTICE (SP),  
COMPETENCY PROFILE CHART (CPC), COMPETENCY PROFILE (CP) AND  
CURRICULUM OF COMPETENCY UNIT ( CoCu)**

**SALES & MARKETING ADMINISTRATION LEVEL 4**

<b>PANEL</b>		
1.	En. Zainal Bin Abdullah	Head Of Unit – Management & Marketing Telekom Malaysia Berhad
2.	En. Mohammad Bakhtiar Bin Mohd Tohit	Assistant Manager Marketing Kaymarine Sdn. Bhd.
3.	Rozlin Binti Mohd Talib	Sales Manager Permaisuri Hotel & Resort Melaka
4.	En. Putra Bin Abdullah	Marketing Manager MAA Takaful
5.	En. Nordin Bin Abdul Rahman	Marketing Manager Vision Network Solution Sdn. Bhd.
6.	En. Norhayatti Binti Ithnin	Assistant Manager Branch Operation Al Rajhi Bank
7.	En. Mohammad Azhar Bin Shaharudin	Business Development Manager Infrakomas Sdn. Bhd.
8.	En. Rahmat Bin Ismail	Chief Executive Officer Malaysian Dairy Corporation (MADAC)
<b>FACILITATOR</b>		
1.	En. Fahiszam Bin Saad	Facilitator Millennium Impress Sdn. Bhd
2.	Dr. Jasmi Ahmad	Business Development Director PRITEC Group of Companies
3.	En. Mohd. Farid Samsudin	Manager Millennium Impress Sdn. Bhd

**COMPETENCY PROFILE (CP)**

<b>SECTOR</b>	<b>BUSINESS MANAGEMENT</b>		
<b>SUB SECTOR</b>	<b>BUSINESS &amp; FINANCE</b>		
<b>JOB AREA</b>	<b>SALES &amp; MARKETING ADMINISTRATION</b>		
<b>JOB LEVEL</b>	<b>LEVEL 4</b>	<b>JOB AREA CODE</b>	



## COMPETENCY PROFILE (CP)

<b>Sub Sector</b>	<b>Business Management</b>
<b>Job Area</b>	<b>Sales &amp; Marketing Administration</b>
<b>Level</b>	<b>Four (4)</b>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
1. Product Analysis		<p>The competency unit title describes the competency in product analysis.</p> <p>He or she is responsible to carry out analysis on product including on specifications, pricing and also the methods to distribute product according to company procedures and customer requirements.</p> <p>The person who is competent shall be able to identify product analysis requirement, plan product analysis activities, carry out product specification analysis, carry out pricing analysis, carry out product distribution analysis, carry out product added value analysis, evaluate product analysis result and prepare product analysis report.</p> <p>The outcome of this competency is to</p>	<p>1. Identify product analysis requirement</p> <p>2. Plan product analysis activities</p>	<p>1.1 Organisation procedure on product analysis determined according to company's procedure</p> <p>1.2 Product analysis activities listed according to analysis procedure</p> <p>1.3 Product specification documents obtained according to company procedure</p> <p>1.4 Product market survey report obtained from subordinate</p> <p>1.5 Product previous performance record obtained according to company's procedure</p> <p>2.1 Area of analysis identified based on scope of analysis</p> <p>2.2 Analysis team confirmed according to company procedure</p> <p>2.3 Project analysis schedule prepared based on project timeline</p>

## COMPETENCY PROFILE (CP)

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>produce product analysis proposal so that the information can be used to prepare sales &amp; marketing plan by the organisation realistically.</p>	<p>3. Carry out product specification analysis</p> <p>4. Carry out pricing analysis</p>	<p>3.1 Product attributes listed out based on product specification</p> <p>3.2 Product functionality confirmed based on product specification</p> <p>3.3 Product benefit listed out according to SWOT analysis findings</p> <p>3.4 Product matrix and recommendation finalised according to SWOT analysis findings</p> <p>3.5 Non-conformance product confirmed based on company's procedure</p> <p>4.1 Competing product in market listed out based on market analysis findings</p> <p>4.2 Product prices and features matrix produced according to company procedure</p> <p>4.3 Current retail price for product determined according to company procedure</p> <p>4.4 Cost structure inclusive of bill of materials (BOM), direct labour, logistic, advertising and promotion, etc. determined</p> <p>4.5 Product profit margin determined based on company's policy and procedure</p> <p>4.6 Competitor profit margin estimated according to current market trend</p>

**COMPETENCY PROFILE (CP)**

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>5. Carry out product distribution analysis</p> <p>6. Carry out product added value analysis</p> <p>7. Prepare product analysis report</p>	<p>5.1 Types of promotion and fulfilment channel determined</p> <p>5.2 Distribution channel determined based company's procedure</p> <p>5.3 Comparison of current and alternative distribution method executed according company's procedure</p> <p>5.4 Current and alternative distribution matrix produced according to determined format</p> <p>5.5 Distribution cost reduction proposed to procedure according to procedure</p> <p>6.1 Types of support service determined based on company's procedure</p> <p>6.2 Competitors product's value added determined according to analysis findings</p> <p>6.3 Comparison on competitor product value added matrix produced according to determined format</p> <p>6.4 Product value added determined according to analysis findings</p> <p>7.1 Product analysis report submitted to superior according to company procedure</p>

## COMPETENCY PROFILE (CP)

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
2. Market analysis		<p>The competency unit title describes the competency in market analysis.</p> <p>He or she is responsible to carry out analysis on market environment inducing market demand and market potential on product according to company procedures.</p> <p>The person who is competent shall be to identify target market, identify market demand, determine market potential growth, analyse previous achievement / activity on sales &amp; marketing and prepare market analysis report.</p> <p>The outcome of this competency is to ensure company planning on sales and marketing is produced realistically.</p>	<ol style="list-style-type: none"> <li>1. Identify target market</li> <li>2. Identify market demand</li> <li>3. Analyse market potential growth</li> <li>4. Analyse previous achievement / activity on sales &amp; marketing</li> </ol>	<ol style="list-style-type: none"> <li>1.1 Potential target market determined based on product and market survey report</li> <li>2.1 Market competitor determined</li> <li>2.2 Product problem listed out based on feedback obtained from customer</li> <li>2.3 List of customer expectation obtained based on feedback and product &amp; market survey report</li> <li>2.4 Survey feedback report assessed according procedure</li> <li>2.5 Data of market demand evaluated according to procedure</li> <li>3.1 Product trend determined based on market survey requirements</li> <li>3.2 New marketing approach &amp; strategy established based on analysis findings</li> <li>3.3 Past sales history data assessed according to company's requirement</li> <li>3.4 New potential area explored according to market demand analysis findings</li> <li>4.1 Previous program, promotion &amp; activity determined based on marketing plan</li> </ol>

## COMPETENCY PROFILE (CP)

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			5. Prepare market analysis report	<p>4.2 Medium / channel identified according to determined product distribution channel</p> <p>4.3 Previous budget spending identified based on expenditure records</p> <p>4.4 Company profit &amp; loss identified based on profit &amp; loss statement</p> <p>5.1 Final finding concluded</p> <p>5.2 Market analysis report produce</p> <p>5.3 Market analysis report submitted to superior</p>
3. Corporate sales		<p>The competency unit title describes the competency in corporate sales activities.</p> <p>He or she is responsible to perform corporate sales from prospecting activities to closing the deals according to company procedures.</p> <p>The person who is competent shall be able to perform sales prospecting, perform sales approach &amp; presentation, perform sales closing and collections, perform sales follow up.</p> <p>The outcome of this competency is to</p>	<p>1. Perform sales prospecting</p> <p>2. Perform sales approach &amp; presentation</p>	<p>1.1 Potential corporate customers determined based database</p> <p>1.2 Prospects from maintained and developed relationships with existing corporate customers determined</p> <p>1.3 Customer base from business referral, exhibitions and demonstrations liaised</p> <p>2.1 Each customer's unique needs and requirements determined based on organisation's profile</p> <p>2.2 Goods and services to meet customers' needs tailored.</p> <p>2.3 Quotations and proposal prepared according to company procedure</p> <p>2.4 Variations in price, delivery and</p>



## COMPETENCY PROFILE (CP)

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>ensure the company product is sold to meet determined sales KPI so that company sustainability ensured.</p>	<p>3. Perform sales closing and collections.</p> <p>4. Perform sales follow up</p>	<p>specifications with customers negotiated</p> <p>3.1 Customer needs determined based on company procedure</p> <p>3.2 Core issues and peripheral issues related to customer determined</p> <p>3.3 Package of products and services delivered to customer according to company's procedure</p> <p>3.4 Customer satisfaction checked based on feedbacks</p> <p>3.5 Invoice submitted to customer according to company's procedure</p> <p>4.1 Forthcoming product promoted according to company's procedure</p> <p>4.2 Special promotions promoted to customer according to company's procedure</p> <p>4.3 Suppliers liaised to check on the progress of existing orders</p> <p>4.4 Customer feedback obtained based on project report</p>

**COMPETENCY PROFILE (CP)**

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
4. Sales budgeting		<p>The competency unit title describes the competency in sales budgeting.</p> <p>He or she is responsible to produce departmental budget including sales &amp; marketing activities budget, operational activities and capital budget according to company budgetary procedure.</p> <p>The person who is competent shall be able to identify sales activities, carry out sales planning and prepare sales projection.</p> <p>The outcome of this competency is to ensure departmental resources is requested to ensure smooth operation of department.</p>	<p>1. Identify sales activities</p> <p>2. Carry out sales planning</p> <p>3. Prepare sales projection</p>	<p>1.1 All available sales activity listed out based on marketing plan</p> <p>1.2 Types of promotion and advertising listed out based on marketing plan</p> <p>1.3 Potential customer needs listed out by referring to company's database</p> <p>1.4 Timeline for sales activity for monthly, quarterly and annual budget created according to company's procedure</p> <p>2.1 Schedule to choose the best time to execute sales &amp; promotion activities pre-planned</p> <p>3.1 Forecast number of sales in units to determined how many units to be produced</p> <p>3.2 Target sales for next year determined according to list of company's product and sales budget</p> <p>3.3 Cost to produced the product identified based on production and implementation report</p> <p>3.4 Operating expenses determined based on product requirements</p> <p>3.5 Value of sales income, based on market analysis &amp; sales activity estimated</p>

## COMPETENCY PROFILE (CP)

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			4. Present sales budget for approval	4.1 Sales budget report produced according to company's format 4.2 Sales budget report submitted to superior according to company's procedure
5. Sales & marketing staff monitoring & control		<p>The competency unit title describes the competency staff monitoring &amp; control.</p> <p>He or she is responsible to manage staff/sales team by providing necessary training and tools to carry out sales &amp; marketing activities according to company procedures.</p> <p>The person who is competent shall be able to identify sales staffs, training the right sales staff, provide training and development, provide appropriate sales tools, determine team objective, allocating account management responsibilities and motivating and rewarding the sales team.</p> <p>The outcome of this competency is to ensure the sales &amp; marketing activity is carried out as planned to achieve determined sales target.</p>	<p>1. Identify sales force</p> <p>2. Provide staff training and development</p> <p>3. Provide marketing sales tools</p>	<p>1.1 List of sales candidate determined according to company procedure</p> <p>1.2 Potential candidate recruitment coordinated according to human resources department requirements</p> <p>1.3 Competitive remuneration to help attract and retain good sales people proposed to superior</p> <p>2.1 Staffs briefed with adequate information about company, products and market</p> <p>2.2 Employees customer contact skills monitored and evaluated based on established criteria</p> <p>2.3 Sales team coached to conduct sales and marketing activities</p> <p>2.4 Sales team performance assessed based on sales performance report</p> <p>3.1 Sales &amp; marketing standard documents, such as call sheets, standard contracts and proposal</p>

**COMPETENCY PROFILE (CP)**

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>4. Establish team objective</p> <p>5. Carry out account responsibilities allocation</p>	<p>forms distributed to sales team</p> <p>3.2 Promotional materials provided according to product sales requirements and target market requirements</p> <p>3.3 Support documentation, ie telesales scripts provided to assist sales activity</p> <p>3.4 Customer profile/database provided according to company procedure</p> <p>3.5 Sales &amp; marketing equipment such as mobile phones and laptop computer provided to sales team</p> <p>4.1 Sales target determined for sales team according to company's sales budget requirements</p> <p>4.2 Key Performance Index for sales team and person determined according to marketing plan</p> <p>4.3 Sales volume target according to target customer determined</p> <p>4.4 Individual and group performance assessed based on sales record</p> <p>5.1 Sales team activities planned by referring provided sales strategy</p> <p>5.2 Responsibility for different accounts, products or geographical territories allocated to individuals and groups</p>

**COMPETENCY PROFILE (CP)**

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			6. Coordinate sales team rewards	5.3 Individuals and groups organisation and communication coordinated based on company procedure 6.1 Organisation's procedure on rewards determined according to company procedure 6.2 Sales performance for individuals and groups assessed based on sales records 6.3 Rewards for individuals and groups proposed and coordinated with superior
6. Sales performance evaluation		<p>The competency unit title describes the competency in sales performance evaluation.</p> <p>He or she is responsible to perform evaluation on sales force performance by using sales records and determined sales KPI according to company procedures.</p> <p>The person who is competent shall be able to identify company's sales goals, review previous achievement, constructing performance feedback and prepare sales performance report.</p>	1. Identify company's sales goals  2. Carry out sales performance evaluation	1.1 Company's target sales / goal identified based on overall sales records 1.2 Justification company's on sales goal determined according to company sales target  2.1 Previous sales performance report obtained according to company procedure 2.2 Sales performance checked against determined KPI 2.3 Issues in sales activity listed out according to feedback reports

**COMPETENCY PROFILE (CP)**

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>The outcome of this competency is to ensure organisations planning on sales &amp; marketing activity is translated into action and coordinated effectively with sales &amp; marketing team.</p>	<p>3. Construct performance feedback</p> <p>4. Prepare sales performance report</p>	<p>3.1 Future goals / target projected according to company expansion plan</p> <p>3.3 Concern matter regarding sales achievement determined</p> <p>3.2 Sales action plan developed according to company's requirements</p> <p>4.1 Sales performance report submitted to superior according to company's procedure</p>
<p>7. Marketing collateral preparation</p>		<p>The competency unit title describes the competency in marketing collateral preparation.</p> <p>He or she is responsible to coordinate or carry out marketing collateral preparation used for sales and promotion activity, such as flyers, company profile, price list, presentation slide, etc. according to sales and marketing activity requirement and organisation procedures.</p> <p>The person who is competent shall be able to Identify product / service or selling package information, identify</p>	<p>1. Identify product / service or selling package information</p> <p>2. Identify types of marketing kit material</p> <p>3. Identify method of promotion / marketing</p> <p>4. Prepare marketing kit material</p>	<p>1.1 Product package information updated according to company procedure</p> <p>2.1 Types of marketing kit determined according to product requirements</p> <p>3.1 Method of promotion listed out according to product specification</p> <p>3.2 Method of promotion/marketing determined according to product specification and target market</p> <p>4.1 Types of marketing collateral to be prepare determined based on types of product</p>

**COMPETENCY PROFILE (CP)**

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>types of marketing kit material, identify method of promotion / marketing, prepare marketing kit material and distribute marketing collateral.</p> <p>The outcome of this competency is to provide marketing kit relevant to sales &amp; marketing tools activity so that sales &amp; marketing activity carried out effectively.</p>	<p>5. Distribute marketing collateral</p>	<p>4.2 Marketing kit prepared according to product requirements and specification</p> <p>4.3 Stock marketing kit maintained according to company procedure</p> <p>5.1 Distribution of marketing collateral recorded according to company procedure</p>
<p>8. Departmental administration</p>		<p>The competency unit title describes the competency in departmental administration.</p> <p>He or she is responsible to carry out departmental operation as per organisation Standard Operating Procedure including implementation of scheduling, staff control and to control departmental costing.</p> <p>The person who is competent shall be able to identify departmental operation administration requirement, monitor departmental operation schedule, coordinate staff performance, coordinate departmental operational cost, evaluate departmental</p>	<p>1. Identify departmental operation administration requirement</p> <p>2. Monitor departmental operation schedule</p> <p>3. Evaluate staff performance</p>	<p>1.1 Organisation procedure of departmental operation administration obtained according company</p> <p>1.2 Organisation structure obtained and interpreted</p> <p>1.3 Departmental operational administration procedure determined</p> <p>2.1 Division operational planning compiled and interpreted</p> <p>2.2 Departmental operational work in progress endorsed according to division operational planning</p> <p>3.1 Staff performance checked according to Key Performance Index (KPI)</p>

**COMPETENCY PROFILE (CP)**

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>performance and prepare departmental administration report</p> <p>The outcome of this competency is to ensure company smooth operation at departmental level according to determined company planning and procedures.</p>	<p>4. Coordinate departmental operational cost</p> <p>5. Evaluate departmental performance</p> <p>6. Prepare departmental administration report</p>	<p>3.3 Workers competency level identified</p> <p>4.1 Division operational cost compiled according to department operation planning</p> <p>4.2 Report of division operational cost endorsed according to division progress report</p> <p>5.1 Departmental activities progress checked against departmental Key Performance Index</p> <p>5.2 Departmental activities schedule checked according to work in progress record</p> <p>5.3 Staff performance assessed against Key Performance Index</p> <p>6.1 Departmental operational report prepared according to standard format</p> <p>6.2 Departmental operational report submitted to superior according to company procedure</p>



### CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	BUSINESS & FINANCE						
<b>Job Area</b>	SALES & MARKETING ADMINISTRATION						
<b>Competency Unit Title</b>	PRODUCT ANALYSIS						
<b>Learning Outcome</b>	<p>The person who is competent in this CU shall be able to produce product analysis proposal for prepare sales &amp; marketing plan by the organisation realistically. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify product analysis requirement</li> <li>• Plan product analysis activities</li> <li>• Carry out product specification analysis</li> <li>• Carry out pricing analysis</li> <li>• Carry out distribution analysis</li> <li>• Carry out product added value analysis</li> <li>• Evaluate product analysis result</li> <li>• Prepare product analysis report</li> </ul>						
<b>Competency Unit ID</b>		<b>Level</b>	4	<b>Training Duration</b>	304 Hours	<b>Credit Hours</b>	

<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude / Safety / Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>
1 Identify product analysis requirement	i. Organisation procedure on product analysis ii. Method of product analysis for : <ul style="list-style-type: none"> <li>• Tangible</li> <li>• Intangible</li> </ul> iii. Technique of product analysis iv. Procedure to obtain product specification document v. Method of obtaining market feedback vi. Tangible and intangible			10 hours	Lecture	i. Organisation procedure on product analysis explained ii. Product analysis activities explained iii. Product analysis result produced based on analysis requirement iv. Product

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	benefit of market survey vii. Procedure to obtain product previous performance record					technical specification explained v. Method to obtain market feedback listed out
		i. Determine organisation procedure on product analysis ii. Determine product analysis activities iii. Obtain product specification document iv. Determine method to obtain market feedback v. Obtain company's product previous performance record	<u>Attitude:</u> i. Thorough in data input analysis	20 hours	Demonstration & Observation	
2 Plan product analysis activities	i. Procedure to prepare Gantt chart ii. Tangible and intangible benefit area of analysis iii. Purpose of analysis team organisation iv. Technique to organise analysis team v. Procedure to prepare project analysis schedule vi. Procedure to prepare budget for product analysis activities vii. Procedure to prepare Gantt chart			20 hours	Lecture	i. Project analysis schedule produced based on product analysis planning ii. Area of product analysis described iii. Procedure to organise analysis team explained iv. Area of analysis based on product

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Determine area of analysis based on product specification ii. Determine procedure to organise analysis team iii. Determine project analysis schedule iv. Prepare project analysis schedule v. Prepare product analysis activities budgeting vi. Present and submit project analysis schedule to superior	<u>Attitude:</u> i. Meticulous in preparing budgeting	26 hours	Demonstration & Observation	specification explained
3 Carry out product specification analysis	i. Product attributes ii. Product functionality iii. Procedure to check and confirm product functionality iv. Product benefit analysis v. Strength point of the product vi. SWOT analysis technique vii. Definition of non-conformance product viii. Procedure to confirm non-conformance product			20 hours	Lecture	i. Product matrix determined based on SWOT analysis ii. Product specification analysis result produced

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. List out product attributes ii. Inspect product functionality iii. List out product benefit iv. Prepare product matrix and recommendation v. Determine non-conformance product ix. List out strength point of product	<u>Attitude:</u> i. Well verse in products ii. Thorough in data input iii. Ensure data reliability and accuracy iv. Meticulous analysis activity	25 hours	Demonstration & Observation	
4 Carry out pricing analysis	i. Procedure to identify competing product in market ii. Product prices and features matrix iii. Product cost structure iv. Organisation procedure on profit margin v. Procedure to calculate product profit margin			17 hours	Lecture	i. Product pricing obtained ii. Product prices and features matrix produced iii. Current retail price for product listed out iv. Organisation procedure on profit margin explained
		i. Determine list of competing product in market		25 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		ii. Prepare product prices and features matrix iii. Determine current retail price for product iv. Determine cost structure v. Determine organisation procedure on profit margin vi. Calculate product profit margin vii. Estimate competitor profit margin	<u>Attitude:</u> i. Well verse in products ii. Thorough in data input iii. Ensure data reliability and accuracy iv. Meticulous analysis activity			
5 Carry out product distribution analysis	i. Purpose of promotional and advertisement activities ii. Types of promotional and advertisement media iii. Tangible and intangible benefit of promotion and advertisement iv. Types of distribution channel for product v. Technique to identify types of distribution			16 hours	Lecture	i. Types of promotional and advertisement activities listed out ii. Distribution channel of product explained iii. Method of promotional & advertisement selected

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	channel vi. Comparison current and alternative distribution method vii. Procedure to produce current and alternative distribution matrix viii. Elements and area of cost reduction for product distribution					iv. Product distribution channel determined v. Comparison of current and alternative distribution method for product demonstrated
		i. Determine types of promotional and advertisement activities ii. Assess distribution channel of product iii. Confirm distribution channel of product iv. Execute comparison of current and alternative distribution method for product v. Evaluate distribution cost reduction for product vi. Determine distribution cost reduction for product	<u>Attitude:</u> i. Well verse in products ii. Thorough in data input iii. Ensure data reliability and accuracy	24 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			iv. Meticulous analysis activity			
6 Carry out product added value analysis	i. Types of support service activities ii. Purpose of support service iii. Method of support service iv. Procedure to carry out product value added analysis v. Advantage and disadvantage of product value added vi. Procedure to compare competitor's product value added vii. Purpose of product value added			16 hours	Lecture	i. Product value added element listed out ii. Product added value determined iii. Comparison product value added matrix produced iv. Product value added element explained v. Evaluation on product value added demonstrated
		i. List out and confirm types of support service on product ii. Determine product value added element iii. Execute product value added analysis iv. Confirm product value added v. Execute evaluation on product value added	<u>Attitude:</u> i. Well verse in products ii. Thorough in data input	24 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			<ul style="list-style-type: none"> <li>iii. Ensure data reliability and accuracy</li> <li>iv. Meticulous analysis activity</li> </ul>			
7 Evaluate product analysis result	<ul style="list-style-type: none"> <li>i. Purpose of product analysis report</li> <li>ii. Method of product analysis report</li> <li>iii. Procedure to check accuracy product analysis</li> <li>iv. Purpose of product analysis data reliability, validity and consistency</li> <li>v. Procedure to check product analysis data reliability, validity and consistency</li> </ul>			11 hours	Lecture	<ul style="list-style-type: none"> <li>i. Product analysis evaluation produced</li> <li>ii. Product analysis data obtained</li> <li>iii. Product analysis data reliability, validity and consistency listed out</li> </ul>
		<ul style="list-style-type: none"> <li>i. Obtain and interpret product analysis data</li> <li>ii. Assess product analysis result</li> <li>iii. Assess product analysis data reliability, validity and consistency</li> </ul>	<u>Attitude:</u> <ul style="list-style-type: none"> <li>i. Well verse in products</li> <li>ii. Thorough in data input</li> <li>iii. Ensure in data analysis</li> <li>iv. Meticulous on the job</li> </ul>	20 hours	Demonstration & Observation	



Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
8 Prepare product analysis report	<ul style="list-style-type: none"> <li>i. Procedure to prepare product analysis report</li> <li>ii. Procedure to prepare product analysis report</li> </ul>			10 hours	Lecture	<ul style="list-style-type: none"> <li>i. Procedure to prepare product analysis report explained</li> <li>ii. Product analysis report presented to superior</li> </ul>
		<ul style="list-style-type: none"> <li>i. Compile product analysis data</li> <li>ii. Write product analysis data</li> <li>iii. Submit product analysis report to superior</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Meticulous in report writing</li> </ul>	20 hours	Demonstration & Observation	

## Employability Skills

Core Abilities	Social Skills
04.08 Develop and negotiate staffing plans 04.09 Prepare project / work plans 04.10 Utilize science and technology to achieve goals 05.03 Allocate and record usage of financial and physical resources 05.04 Delegate responsibilities and / or authority 05.05 Coordinate contract and tender activities 06.08 Identify and analyse effect of technology on the environment	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritizing 7. Self-discipline 8. Teamwork

## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Market survey report	1:5
2. Product specification & technology	1:5
3. User need analysis report	1:5
4. Stationery	1:1
5. Standard operating procedures	1:5
6. Competitor product report	1:5
7. Market analysis report	1:5
8. Product share	1:5
9. Computer	1:2

## REFERENCES

1. William J. McDonald (1998), Direct Marketing-An Intergrated Approach, ISBN:0-07-115951-7
2. Czinkota, Ronkainen, Moffett & Moynihan (1995), Global Business, ISBN:0-03-094881-9
3. Philip Kotler (2009), Marketing Management An Asian Perspective, ISBN:981-06-7993-9
4. Gilbert A. Churchill, Jr J. Paul Peter (1998), Marketing Creating Value For Customer, ISBN:0-25622877-9
5. Henry Assael (1995), Marketing Management – Strategy And Action, ISBN:0-534-04788-2

### CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	BUSINESS & FINANCE						
<b>Job Area</b>	SALES & MARKETING ADMINISTRATION						
<b>Competency Unit Title</b>	MARKET ANALYSIS						
<b>Learning Outcome</b>	<p>The person who is competent in this CU shall be able to unsure company planning on sales and marketing is produced realistically . Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify target market</li> <li>• Identify market demand</li> <li>• Analyse market potential growth</li> <li>• Analyse previous achievement / activity on sales &amp; marketing</li> </ul>						
<b>Competency Unit ID</b>		<b>Level</b>	4	<b>Training Duration</b>	190 Hours	<b>Credit Hours</b>	

<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude / Safety / Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>
1 Identify target market	i. Marketing mix variables such as: <ul style="list-style-type: none"> <li>• Product strategy</li> <li>• Pricing strategy</li> <li>• Distribution strategy</li> <li>• Promotional strategy</li> </ul> ii. Market size iii. Types of market iv. Market segmentation v. SWOT Analysis vi. Company's objective vii. Nature of market viii. Market penetration technique ix. Customer needs x. Competitor profile xi. Market analysis technique			13 hours	Lecture	i. Target market listed out ii. Market size explained iii. SWOT analysis result explained iv. Company's objective interpreted v. Size of market explained vi. Target market explained

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Identify marketing mix variables ii. Evaluate market size iii. Analyse market segmentation iv. Determine target market	<u>Attitude:</u> i. Precise in target requirement ii. Meticulous on the job	20 hours	Demonstration & Observation	
2 Identify market demand	i. Product analysis ii. Types and cause of product failure such as: <ul style="list-style-type: none"> <li>• Market/marketing failure</li> <li>• Financial failure</li> <li>• Timing failure</li> <li>• Technical failure</li> <li>• Organizational failure</li> <li>• Environmental failure</li> </ul> iii. Types of customer profile iv. Procedure to assess survey feedback report v. Procedure to carry out market demand analysis			18 hours	Lecture	i. Procedure to acquire data of market demand explained ii. Product analysis demonstrated iii. Types of customer listed out iv. Product problem listed out v. Market size determined

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> <li>i. Identify product problem failure's course</li> <li>ii. Execute product analysis</li> <li>iii. Determine types of customer</li> <li>iv. Acquire data of market demand</li> <li>v. Analyse market demand for product</li> <li>vi. Conclude market demand based on market segmentation</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Meticulous on the job</li> <li>ii. Well verse in products</li> </ul>	29 hours	Demonstration & Observation	
3 Analyse market potential growth	<ul style="list-style-type: none"> <li>i. Product development strategies</li> <li>ii. Nature of product</li> <li>iii. Product life cycle concept</li> <li>iv. Product pricing analysis</li> <li>v. Marketing planning</li> <li>vi. Marketing strategy</li> <li>vii. Communication skill</li> <li>viii. Market analysis</li> <li>ix. Procedure to prepare sale achievement report</li> <li>x. Customer needs analysis</li> <li>xi. Government initiation based on business environment</li> </ul>			18 hours	Lecture	<ul style="list-style-type: none"> <li>i. Market growth rate explained according to market planning &amp; strategies</li> <li>ii. Market size and trend explained</li> <li>iii. Market segmentation listed out according to customer needs</li> <li>iv. Industry cost structure explained</li> <li>v. Types of distribution</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	xii. Market profitability xiii. Market growth rate xiv. Key success factors of product xv. Distribution channel of product xvi. Market benchmark					channel for product listed out
		i. Interpret product development strategies ii. Interpret product life cycle concept iii. Determine product pricing iv. Assess market size v. Assess market trend vi. Assess market growth rate vii. Assess market benchmark viii. Determine industry cost structure ix. Determine types of distribution channel for product x. List out key success xi. Assess marketing planning xii. Assess marketing strategy xiii. Determine market segmentation xiv. Prepare market potential growth xv. Assess market benchmarking	<u>Attitude:</u> i. Thorough in analysis ii. Ensure in data analysis	26 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4 Analyse previous achievement / activity on sales & marketing	i. Procedure to obtain sales & marketing activities report ii. Channel options such as: <ul style="list-style-type: none"> <li>• Channels for consumer goods :               <ul style="list-style-type: none"> <li>a) Direct channel</li> <li>b) Indirect channel</li> </ul> </li> <li>• Channels for organizational goods</li> <li>• Channels for service</li> <li>• Multiple distribution channels</li> <li>• Reverse channel</li> </ul> iii. Profit & Loss (P&L) statement			16 hours	Lecture	i. Profit & Loss (P&L) statement studied ii. Results of the analysis documented iii. Sales & marketing report explained iv. Profit margin on individual product explained
		i. Interpret sales & marketing report ii. Acquire and interpret Profit & Loss (P&L) statement. iii. Determine profit margin on individual product iv. Determine losses on individual product	<u>Attitude:</u> <ul style="list-style-type: none"> <li>i. Meticulous on the job</li> <li>ii. Apply confidentially on handling P&amp;L statement</li> </ul>	20 hours	Demonstration & Observation	



Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
5 Prepare market analysis report	<ul style="list-style-type: none"> <li>i. Report writing skill</li> <li>ii. Types of report format</li> <li>iii. Procedure to submit report</li> </ul>			10 hours	Lecture	<ul style="list-style-type: none"> <li>i. Report format explained</li> <li>ii. Market analysis report produced</li> <li>iii. Market analysis report presented to superior</li> </ul>
		<ul style="list-style-type: none"> <li>i. Determine report format</li> <li>ii. Confirm report content</li> <li>iii. Compile market analysis report</li> <li>iv. Prepare report according to company standard format</li> <li>v. Submit report to superior</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Good and meticulous in writing report</li> </ul>	20 hours	Demonstration & Observation	

## Employability Skills

Core Abilities	Social Skills
04.08 Develop and negotiate staffing plans 04.09 Prepare project / work plans 04.10 Utilize science and technology to achieve goals 05.03 Allocate and record usage of financial and physical resources 05.04 Delegate responsibilities and / or authority 05.05 Coordinate contract and tender activities 06.08 Identify and analyse effect of technology on the environment	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritizing 7. Self-discipline 8. Teamwork

## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Product analysis report 2. User need analysis report 3. Company procedure	1:5 1:5 1:5

## REFERENCES

1. William J. McDonald (1998), Direct Marketing-An Intergrated Approach, ISBN:0-07-115951-7
2. Czinkota, Ronkainen, Moffett & Moynihan (1995), Global Business, ISBN:0-03-094881-9
3. Philip Kotler (2009), Marketing Management An Asian Perspective, ISBN:981-06-7993-9
4. Gilbert A. Churchill, Jr J. Paul Peter (1998), Marketing Creating Value For Customer, ISBN:0-25622877-9
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### CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	BUSINESS & FINANCE						
<b>Job Area</b>	SALES & MARKETING ADMINISTRATION						
<b>Competency Unit Title</b>	CORPORATE SALES						
<b>Learning Outcome</b>	<p>The person who is competent in this CU shall be able to ensure the company product is sold to meet determined sales KPI so that company sustainability ensured. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Perform sales prospecting</li> <li>• Perform sales approach &amp; presentation</li> <li>• Perform sales closing and collections</li> <li>• Perform sales follow up</li> </ul>						
<b>Competency Unit ID</b>		<b>Level</b>	4	<b>Training Duration</b>	152 Hours	<b>Credit Hours</b>	

<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude / Safety / Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>
1 Perform sales prospecting	i. Organization structure ii. Customer profile iii. Category of corporate customer iv. Business mission v. Business objectives and goals vi. Business portfolio plan vii. Company growth strategy viii. Technique of business prospecting ix. Market survey			9 hours	Lecture	i. Size of the market explained ii. Business portfolio plan interpret iii. Market survey analysed iv. Potential of customer explained

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> <li>i. Determine organization sales target</li> <li>ii. Interpret business objective &amp; goals</li> <li>iii. Identify technique of business prospecting</li> <li>iv. Analyse market trend</li> <li>v. Determine size of the market</li> <li>vi. Determine potential of customer</li> <li>vii. Identify competitors in market</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Adhere to clients activities</li> <li>ii. Well verse in interpreting client requirements</li> </ul>	16 hours	Demonstration & Observation	
2 Perform sales approach & presentation	<ul style="list-style-type: none"> <li>i. Technique of proposal preparation</li> <li>ii. Procedure to prepare presentation collateral</li> <li>iii. Technique of presentation</li> <li>iv. Customer background</li> <li>v. Method of marketing</li> <li>vi. Communication skill</li> <li>vii. Public relation skill</li> <li>viii. Negotiation skills</li> </ul>			16 hours	Lecture	<ul style="list-style-type: none"> <li>i. Business proposal presented to client according to business requirement</li> <li>ii. Method of approached customer listed out</li> <li>iii. Technique of</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Determine method of approaching customer ii. Determine technique of presentation iii. Coordinate business appointment with client iv. Prepare business proposal v. Deliver business proposal presentation vi. Negotiate business terms needs vii. Prepare and submit project quotation viii. Prepare project agreement	<u>Attitude:</u> i. Firm in decision making ii. Meticulous on the job	27 hours	Demonstration & Observation	presentation explained
3 Perform sales closing and collections	i. Project progress ii. Procurement documentation such as : <ul style="list-style-type: none"> <li>• Invoicing</li> <li>• Quotation</li> </ul> iii. Project report iv. Project cost			18 hours	Lecture	i. Procurement documentation produced ii. Project report produced iii. Project cost produced

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Check project progress ii. Prepare procurement documentation iii. Prepare project report iv. Prepare project costing	<u>Attitude:</u> i. Meticulous on the job ii. Ensure quality control summary report is filled thoroughly	29 hours	Demonstration & Observation	
4 Perform sales follow up	i. Customer management system (CRM) ii. Customer profile and database iii. Communication skill iv. Public relation v. Customer feedback			17 hours	Lecture	i. Customer / product problem solved ii. After sales report submitted to superior iii. Customer feedback and responds listed out
		i. Obtain customer list ii. Determine customer feedback and responds iii. Handle customer complaint iv. Coordinate complaint with relevant parties v. Produce after sales report	<u>Attitude:</u> i. Meticulous on the job	20 hours	Demonstration & Observation	

## Employability Skills

Core Abilities	Social Skills
04.08 Develop and negotiate staffing plans 04.09 Prepare project / work plans 04.10 Utilize science and technology to achieve goals 05.03 Allocate and record usage of financial and physical resources 05.04 Delegate responsibilities and / or authority 05.05 Coordinate contract and tender activities 06.08 Identify and analyse effect of technology on the environment	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritizing 7. Self-discipline 8. Teamwork

## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Company procedure 2. Business plan 3. Market survey report 4. Market analysis report 5. Business proposal 6. Product analysis report 7. Product survey report	1:5 1:5 1:5 1:5 1:5 1:5 1:5



## REFERENCES

1. William J. McDonald (1998), Direct Marketing-An Intergrated Approach, ISBN:0-07-115951-7
2. Czinkota, Ronkainen, Moffett & Moynihan (1995), Global Business, ISBN:0-03-094881-9
3. Philip Kotler (2009), Marketing Management An Asian Perspective, ISBN:981-06-7993-9
4. Gilbert A. Churchill, Jr J. Paul Peter (1998), Marketing Creating Value For Customer, ISBN:0-25622877-9
5. Henry Assael (1995), Marketing Management – Strategy And Action, ISBN:0-534-04788-2

### CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	BUSINESS & FINANCE						
<b>Job Area</b>	SALES & MARKETING ADMINISTRATION						
<b>Competency Unit Title</b>	SALES BUDGETING						
<b>Learning Outcome</b>	<p>The person who is competent in this CU shall be able to ensure departmental resources is requested to ensure smooth operation of department. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify sales activities</li> <li>• Carry out sales planning</li> <li>• Prepare sales projection</li> <li>• Present sales budget for approval</li> </ul>						
<b>Competency Unit ID</b>		<b>Level</b>	4	<b>Training Duration</b>	152 Hours	<b>Credit Hours</b>	

<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude / Safety / Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>
1 Identify sales activities	i. Organizational procedure ii. Organizational objective iii. Types of sales activities iv. Types of promotion and advertising listed out v. Categorize of promotion such as : <ul style="list-style-type: none"> <li>• Demos and sampling</li> <li>• Coupons</li> <li>• Quantity discount</li> </ul> vi. Categorize of advertising such as : <ul style="list-style-type: none"> <li>• Television</li> <li>• Radio</li> <li>• Print publications</li> <li>• Internet</li> </ul>			15 hours	Lecture	i. Organizational procedure on sales & marketing explained ii. Organizational objective explained iii. Promotion & marketing activities explained iv. Types of sales activities listed out v. Method to define customer

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> <li>• Direct mailing</li> <li>• Signage</li> <li>• Mobile devices</li> <li>• Product placement</li> </ul> vii. Customer feedback viii. Market analysis report ix. Product analysis report x. Method to define customer needs xi. Sales budget xii. Sales plan					needs listed out
		i. Determine organizational procedure on sales & marketing ii. Determine organizational objective iii. Determine types of sales activities iv. Determine types of promotion and advertising activities v. Obtain customer feedback vi. Acquire market analysis result vii. Determine method to define customer needs viii. Obtain sales budget ix. Acquire sales plan	<u>Attitude:</u> i. Meticulous on the job ii. Accuracy in departmental operation procedures	20 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
2 Carry out sales planning	<ul style="list-style-type: none"> <li>i. Sales planning activity</li> <li>ii. Market trend</li> <li>iii. Market size</li> <li>iv. Economy trend</li> <li>v. Market segmentation</li> <li>vi. Sales forecast</li> <li>vii. Sales budget</li> </ul>			18 hours	Lecture	<ul style="list-style-type: none"> <li>i. Sales planning schedule produced</li> <li>ii. Market segmentation explained</li> <li>iii. Sales forecast and budget explained</li> <li>iv. Procedure to obtain sales activity schedule explained</li> </ul>
		<ul style="list-style-type: none"> <li>i. Obtain sales activity schedule</li> <li>ii. Determine market segmentation</li> <li>iii. Determine market size</li> <li>iv. Assess sales forecast</li> <li>v. Assess sales budget</li> <li>vi. Prepare sales planning</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Meticulous on the job</li> <li>ii. Systematic in determining type of type of information</li> </ul>	26 hours	Demonstration & Observation	
3 Prepare sales projection	<ul style="list-style-type: none"> <li>i. Procedure on sales projection preparation</li> <li>ii. Company's sales target</li> <li>iii. Comparison previous year sales performance</li> <li>iv. Company policy and procedure on sales &amp; marketing</li> <li>v. Fiscal year of company</li> <li>vi. Annual sales budget</li> <li>vii. Current market trend</li> <li>viii. Market current and expected market trend</li> <li>ix. Current customer buying pattern</li> </ul>			15 hours	Lecture	<ul style="list-style-type: none"> <li>i. Sales projection report produced</li> <li>ii. Market analysis result for next year produced</li> <li>iii. Market trend explained</li> <li>iv. Procedure on sales projection preparation explained</li> <li>v. Market trend explained</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Identify market trend ii. Identify customer buying habits iii. Gather historical data on product iv. Scrutinize the competitor in determined selling areas v. Analyse competition on product vi. Compile sales forecast information for the coming year from company's sales associates vii. Measure sales forecast from data received viii. Calculate sales forecast of the coming progress (monthly, quarterly, yearly etc.)	<u>Attitude:</u> i. Meticulous on the job	23 hours	Demonstration & Observation	vi. Customer buying habits explained
4 Present sales budget for approvals	i. Procedure to produce sales budget ii. Procedure to submit sales budget iii. Presentation skill			12 hours	Lecture	i. Sales budget generate ii. Sales budget presented to superior
		i. Compile sales budget data ii. Produce sales budget iii. Submit and present sales budget to		23 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		superior	<u>Attitude:</u> i. Good and meticulous in writing report			

## Employability Skills

Core Abilities	Social Skills
04.08 Develop and negotiate staffing plans 04.09 Prepare project / work plans 04.10 Utilize science and technology to achieve goals 05.03 Allocate and record usage of financial and physical resources 05.04 Delegate responsibilities and / or authority 05.05 Coordinate contract and tender activities 06.08 Identify and analyse effect of technology on the environment	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritizing 7. Self-discipline 8. Teamwork

## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Company procedures 2. Market analysis report 3. Product analysis report 4. Sales & marketing plan 5. Sales forecast	1:5 1:5 1:5 1:5 1:5 1:5

## REFERENCES

1. William J. McDonald (1998), Direct Marketing-An Intergrated Approach, ISBN:0-07-115951-7
2. Czinkota, Ronkainen, Moffett & Moynihan (1995), Global Business, ISBN:0-03-094881-9
3. Philip Kotler (2009), Marketing Management An Asian Perspective, ISBN:981-06-7993-9
4. Gilbert A. Churchill, Jr J. Paul Peter (1998), Marketing Creating Value For Customer, ISBN:0-25622877-9
5. Henry Assael (1995), Marketing Management – Strategy And Action, ISBN:0-534-04788-2



### CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector	BUSINESS & FINANCE						
Job Area	SALES & MARKETING ADMINISTRATION						
Competency Unit Title	SALES & MARKETING STAFF MONITORING & CONTROL						
Learning Outcome	<p>The person who is competent in this CU shall be able to ensure the sales &amp; marketing activity is carried out as planned to achieve determined sales target. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify sales force</li> <li>• Provide staff training and development</li> <li>• Provide marketing tools</li> <li>• Establish team objective</li> <li>• Carry out account responsibilities allocation</li> <li>• Coordinate sales team rewards</li> </ul>						
Competency Unit ID		Level	4	Training Duration	228 Hours	Credit Hours	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
1 Develop sales force	i. Organisation procedure on recruitment ii. Technique of staff appraisal iii. Sales force requirement iv. Effective coaching skill v. Delegation skill			15 hours	Lecture	i. Organisation procedure explained ii. Sales force requirement explained iii. List of candidate listed out
		i. Obtain and interpret business plan ii. Identify sales team requirements iii. Appraise current sales person iv. Propose required additional sales person		20 hours	Demonstration & Observation	iv. Job scope and responsibilities for each sales person explained

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		v. Determine job scope and responsibilities for each sales person	<u>Attitude:</u> i. Meticulous on the job ii. Accuracy in departmental operation procedures			
2 Provide staff training and development	i. Company's information ii. Product information iii. Procedure to conduct training iv. Market analysis report v. Training Needs Analysis (TNA) vi. Sales & marketing planning activities			15 hours	Lecture	i. Procedure to obtain company's information explained ii. Market analysis report acquired iii. Sales & marketing planning activities listed out iv. Training Need Analysis (TNA) explained
		i. Obtain company's information ii. Obtain and interpret procedure to conduct training iii. Determine sales & marketing planning activities iv. Execute Training Need Analysis (TNA) v. Present theoretical knowledge to staff vi. Demonstrate practical skill to staff	<u>Attitude:</u> i. Meticulous on the job	27 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
3 Provide marketing sales tools	i. Procedure to prepare marketing tools ii. List of marketing materials such as : <ul style="list-style-type: none"> <li>• Brochure</li> <li>• Printed marketing materials</li> <li>• Company profile</li> <li>• Telesales script</li> <li>• Customer's database</li> </ul> iii. Procedure to disseminate marketing tools iv. Marketing equipment such as: <ul style="list-style-type: none"> <li>• Projector</li> <li>• Phone</li> <li>• Laptop</li> </ul>			19 hours	Lecture	i. Types of suitable marketing materials listed out ii. Marketing tools prepared
		i. List out types of suitable marketing material ii. Distribute marketing tools to staff	<u>Attitude:</u> i. Meticulous on the job	23 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4 Establish team objective	i. Company's mission & objective ii. Sales team function iii. Sales team target iv. Key performance indicator (KPI) v. SMART System <ul style="list-style-type: none"> <li>• Specify</li> <li>• Measurable</li> <li>• Achievable</li> <li>• Realistic</li> <li>• Time based</li> </ul>			15 hours	Lecture	i. Company's mission & objective explained ii. Sales team target listed out iii. Team's sales volume listed out iv. Team KPI explained
		i. Obtain company's mission & objective ii. Determine sales team target iii. Determine team's sales volume iv. Determine team KPI	<u>Attitude:</u> i. Meticulous on the job	23 hours	Demonstration & Observation	
5 Carry out account responsibilities allocation	i. Delegation skills ii. Leadership and followership skills iii. Sales strategy iv. Team work v. List of sales team vi. Location of sales team area vii. Staff management			15 hours	Lecture	i. Location and territories of sales team area explained ii. Account responsibilities sales team determined iii. Sales team's

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Obtain sales strategy Sales team listed out ii. Determine location and territories of sales team area iii. Determine sales team's product	<u>Attitude:</u> i. Meticulous on the job ii. Followership and leadership	22 hours	Demonstration & Observation	product explained iv. Leadership and followership skills explained
6 Coordinate sales team rewards	i. Sales performance report ii. Sales commission formula based on : <ul style="list-style-type: none"> <li>• Sales personal level</li> <li>• Tier</li> <li>• Price of product</li> <li>• Collection performance</li> </ul>			11 hours	Lecture	i. Sales commissions formula produced ii. Sales commission formula presented to superior
		i. Obtain sales commission formula ii. Propose sales commission formula iii. Submit and present sales commissions formula to superior	<u>Attitude:</u> i. Meticulous on the job ii. Well verse in preparing bonus recommendation	23 hours	Demonstration & Observation	

## Employability Skills

Core Abilities	Social Skills
04.08 Develop and negotiate staffing plans 04.09 Prepare project / work plans 04.10 Utilize science and technology to achieve goals 05.03 Allocate and record usage of financial and physical resources 05.04 Delegate responsibilities and / or authority 05.05 Coordinate contract and tender activities 06.08 Identify and analyse effect of technology on the environment	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritizing 7. Self-discipline 8. Teamwork

## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Company procedure	1:5
2. Market analysis report	1:5
3. Sampling of marketing materials	1:5
4. Sales & marketing plan	1:5
5. Training Need Analysis proposal	1:5

## REFERENCES

1. William J. McDonald (1998), Direct Marketing-An Intergrated Approach, ISBN:0-07-115951-7
2. Czinkota, Ronkainen, Moffett & Moynihan (1995), Global Business, ISBN:0-03-094881-9
3. Philip Kotler (2009), Marketing Management An Asian Perspective, ISBN:981-06-7993-9
4. Gilbert A. Churchill, Jr J. Paul Peter (1998), Marketing Creating Value For Customer, ISBN:0-25622877-9
5. Henry Assael (1995), Marketing Management – Strategy And Action, ISBN:0-534-04788-2
6. Medical Economics (2006), Staff Management, Advanstar Communications, ISBN-13: 978-1607592150
7. Wellington Pat (2011), Effective People Management: Improve Performance, Delegate More Effectively, Handle Problem Staff and Manage Conflict (Business Success), Kogan Page, ISBN-13: 978-0749462857
8. Richard Templar (2011), The Rules of Management, Expanded Edition: A Definitive Code for Managerial Success (Richard Templar's Rules), FT Press; 1 edition, ISBN-13: 978-0132733106
9. Morey Stettner (2000), Skills for New Managers, McGraw-Hill; 1 edition, ISBN-13: 978-0071356183

### CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	BUSINESS & FINANCE						
<b>Job Area</b>	SALES & MARKETING ADMINISTRATION						
<b>Competency Unit Title</b>	SALES PERFORMANCE EVALUATION						
<b>Learning Outcome</b>	<p>The person who is competent in this CU shall be able to ensure organisations planning on sales &amp; marketing activity is translated into action and coordinated effectively with sales &amp; marketing team. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify company's sales goals</li> <li>• Carry out sales performance</li> <li>• Construct performance feedback</li> <li>• Prepare sales performance report</li> </ul>						
<b>Competency Unit ID</b>		<b>Level</b>	4	<b>Training Duration</b>	152 Hours	<b>Credit Hours</b>	

<b>Work Activities</b>	<b>Related Knowledge</b>	<b>Related Skills</b>	<b>Attitude / Safety / Environmental</b>	<b>Training Hours</b>	<b>Delivery Mode</b>	<b>Assessment Criteria</b>
1 Identify company's sales goals	i. Procedure to obtain business plan ii. Procedure to obtain marketing plan iii. Key performance index on sales target iv. Procedure to prepare individual/sales team budget v. Sales budget			10 hours	Lecture	i. Company's mission & objective studied based on organisation business plan ii. Company sales goals explained
		i. Obtain & interpret business plan ii. Obtain & interpret marketing plan iii. Determine company		20 hours	Demonstration & Observation	



Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		sales goals	<u>Attitude:</u> i. Precise in target requirement ii. Meticulous on the job iii. Systematic in determining type of information			
2 Carry out sales performance evaluation	i. Element of marketing performance, which include : <ul style="list-style-type: none"> <li>• Sales analysis</li> <li>• Market share analysis</li> <li>• Expense financial analysis</li> </ul> ii. Procedure to obtain sales report iii. Sales force development appraisal include : <ul style="list-style-type: none"> <li>• 360 degree performance perspective</li> <li>• Performance appraisal of team selling</li> <li>• Performance review ranking system</li> </ul>			19 hours	Lecture	i. Procedure to obtain sales report from salesman / sales team explained ii. Element of marketing performance explained iii. Sales performance against determined sales budget/KPI explained iv. Sales performance against determined

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Obtain sales report from salesman / sales team ii. Assess sales performance against determined sales budget/KPI iii. Assess sales performance against determined departmental sales budget iv. Analyse element of marketing performance according to procedure	<u>Attitude:</u> i. Well verse in products ii. Adhere to procedures	28 hours	Demonstration, Observation & Practical	departmental sales budget explained v. Procedure to analyse element of marketing performance explained
3 Construct performance feedback	i. Procedure to establish marketing objective, which include : <ul style="list-style-type: none"> <li>• Quantities</li> <li>• Time scale.</li> </ul> ii. Various issues during implementation of sale planning			16 hours	Lecture	i. Procedure to establish marketing objective explained ii. Sales report determined iii. Various issues

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Determine various issues during implementation of sales planning ii. Propose improvement on sales planning	<u>Attitude:</u> i. Meticulous on the job	22 hours	Demonstration, Observation & Practical	during implementation of sales planning explained
4 Prepare sales performance report	i. Procedure to prepare sales performance report ii. Report writing skill iii. Presentation skill			15 hours	Lecture	i. Sales performance report produced ii. Sales performance report presented to superior
		i. Compile sales performance report ii. Write sales performance report iii. Submit and present sales performance report to superior	<u>Attitude:</u> i. Good and meticulous in writing report	21 hours	Demonstration, Observation & Practical	

## Employability Skills

Core Abilities	Social Skills
04.08 Develop and negotiate staffing plans 04.09 Prepare project / work plans 04.10 Utilize science and technology to achieve goals 05.03 Allocate and record usage of financial and physical resources 05.04 Delegate responsibilities and / or authority 05.05 Coordinate contract and tender activities 06.08 Identify and analyse effect of technology on the environment	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritizing 7. Self-discipline 8. Teamwork

## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Company procedure 2. Business plan 3. Marketing plan 4. Sales budget 5. Sales report	1:5 1:5 1:5 1:5 1:5

## REFERENCES

1. William J. McDonald (1998), Direct Marketing-An Intergrated Approach, ISBN:0-07-115951-7
2. Czinkota, Ronkainen, Moffett & Moynihan (1995), Global Business, ISBN:0-03-094881-9
3. Philip Kotler (2009), Marketing Management An Asian Perspective, ISBN:981-06-7993-9
4. Gilbert A. Churchill, Jr J. Paul Peter (1998), Marketing Creating Value For Customer, ISBN:0-25622877-9
5. Henry Assael (1995), Marketing Management – Strategy And Action, ISBN:0-534-04788-2

### CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	BUSINESS & FINANCE						
<b>Job Area</b>	SALES & MARKETING ADMINISTRATION						
<b>Competency Unit Title</b>	MARKETING COLLATERAL PREPARATION						
<b>Learning Outcome</b>	<p>The person who is competent in this CU shall be able to identify, prepare and distribute marketing collateral. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify product/service or selling package information</li> <li>• Identify types of marketing kit material</li> <li>• Identify method of promotion/marketing</li> <li>• Prepare marketing kit material</li> <li>• Distribute marketing kit material</li> </ul>						
<b>Competency Unit ID</b>		<b>Level</b>	4	<b>Training Duration</b>	190 Hours	<b>Credit Hours</b>	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
1. Identify product/service or selling package information	i. Classification of product and services ii. Types of product specification iii. Types of services specification			15 hours	Lecture	i. Types of product and services listed out ii. Product specification explained iii. Product packaging specification explained
		i. Determine types of product and services ii. Determine product specification iii. Determine product packaging specification	<u>Attitude:</u> i. Meticulous on the job ii. Well verse in product	20 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Identify types of marketing kit material	i. Types of marketing collateral <ul style="list-style-type: none"> <li>• Sales brochure</li> <li>• Banner/bunting</li> <li>• Visual aids</li> <li>• Web content</li> <li>• sales script</li> <li>• Demonstration script</li> <li>• Product data sheet</li> <li>• Product white paper</li> </ul> ii. Types of corporate publication for corporate identity <ul style="list-style-type: none"> <li>• Business card</li> <li>• Letterheads</li> <li>• Complimentary packing slips</li> </ul> iii. Physical system for storage and management of marketing media <ul style="list-style-type: none"> <li>• Enterprise Content Management (ECM)</li> <li>• Digital Asset Management (DAM)</li> </ul>			19 hours	Lecture	i. Types of marketing collateral listed out based on product marketing requirements ii. Corporate publication identity explained iii. Types of storage and management system listed according to company requirements
		i. Determine types of marketing collateral ii. Determine types of corporate publication iii. Utilise physical system for storage and management of marketing media		23 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			<u>Attitude:</u> i. Meticulous on the job			
3. Identify method of promotion / marketing	i. Types of sales promotion activity, such as; <ul style="list-style-type: none"> <li>• Money off coupons</li> <li>• Competitions</li> <li>• Discount vouchers</li> <li>• Free gifts</li> <li>• Loyalty cards</li> </ul> ii. Methods of marketing, such as; <ul style="list-style-type: none"> <li>• Direct marketing</li> <li>• Relationship marketing</li> <li>• Advertising</li> <li>• Public relations</li> <li>• Positioning</li> </ul> iii. Marketing strategy iv. Market segmentation			15 hours	Lecture	i. Types of sales promotion activity listed out based on product specification ii. Marketing strategy explained based on market segmentation
		i. Determine types of sales promotion activity ii. Determine types of marketing strategy iii. Determine company marketing strategy iv. Determine market segmentation according to product specification			23 hours	Demonstration & Observation
			<u>Attitude:</u> i. Meticulous on the job			



Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4 Prepare marketing kit material	i. Application of computer software for collateral production, such as; <ul style="list-style-type: none"> <li>• Video editing software</li> <li>• Illustration design software</li> <li>• Web design software</li> </ul> ii. Types of printing material for collateral production iii. Procedure to obtain approval on marketing material			16 hours	Lecture	i. Video edited based on product requirements ii. Illustration design produced according to correct technique iii. Web content produced according to correct technique iv. Presentation to obtain approval executed according to correct technique
		i. Select types of video software for video editing ii. Select illustration design software for design production iii. Utilise video editing software iv. Utilise illustration design software v. Utilise web design software to produce web content vi. Present and obtain approval on marketing material	<u>Attitude:</u> i. Ensure content of collateral according specification	28 hours	Demonstration & Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			ii. Meticulous in producing marketing collateral iii. Articulate in presentation of marketing collateral  <u>Safety:</u> i. Adhere to SOP in operating computer system			
5 Distribute marketing kit material	i. Company procedure on marketing collateral distribution ii. Inventory procedure for marketing collateral iii. Procedure of reproduction of marketing collateral			10 hours	Lecture	i. Procedure of distributing marketing collateral explained according to company procedure
		i. Determine procedure to distribute marketing collateral ii. Allocate marketing collateral to sales team based on marketing plan iii. Check marketing collateral stock level iv. Arrange marketing material reproduction	<u>Attitude:</u> i. Fair in distributing marketing	21 hours	Demonstration & Observation	ii. Marketing material reproduction arrangement explain according to procedure

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			collateral to sales team			

## Employability Skills

Core Abilities	Social Skills
04.08 Develop and negotiate staffing plans 04.09 Prepare project / work plans 04.10 Utilize science and technology to achieve goals 05.03 Allocate and record usage of financial and physical resources 05.04 Delegate responsibilities and / or authority 05.05 Coordinate contract and tender activities 06.08 Identify and analyse effect of technology on the environment	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritizing 7. Self-discipline 8. Teamwork

## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Sample of marketing materials 2. Sales & marketing plan 3. Computer software 4. Printing equipment 5. Checklist marketing material 6. Company procedure	1:5 1:5 1:10 1:10 1:5 1:5

## REFERENCES

1. William J. McDonald (1998), Direct Marketing-An Intergrated Approach, ISBN:0-07-115951-7
2. Czinkota, Ronkainen, Moffett & Moynihan (1995), Global Business, ISBN:0-03-094881-9
3. Philip Kotler (2009), Marketing Management An Asian Perspective, ISBN:981-06-7993-9
4. Gilbert A. Churchill, Jr J. Paul Peter (1998), Marketing Creating Value For Customer, ISBN:0-25622877-9
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### CURRICULUM of COMPETENCY UNIT (CoCU)

<b>Sub Sector</b>	BUSINESS & FINANCE						
<b>Job Area</b>	SALES & MARKETING ADMINISTRATION						
<b>Competency Unit Title</b>	DEPARTMENTAL ADMINISTRATION						
<b>Learning Outcome</b>	<p>The person who is competent in this CU shall be able to monitor departmental administration activities including evaluating sales team performance. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> <li>• Identify departmental operation administration requirement</li> <li>• Monitor departmental operation schedule</li> <li>• Evaluate staff performance</li> <li>• Coordinate departmental operational cost</li> <li>• Evaluate departmental performance</li> <li>• Prepare departmental administration report</li> </ul>						
<b>Competency Unit ID</b>		<b>Level</b>	4	<b>Training Duration</b>	228 Hours	<b>Credit Hours</b>	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
1. Identify departmental operation administration requirement	i. Company procedure on administration operation ii. Organisation structure iii. Procedure to prepare job responsibility			12 hours	Lecture	i. Company procedure on administration listed out and explained
		i. Obtain and interpret company procedure on administration operation ii. Obtain and interpret organisation structure	<u>Attitude:</u> i. Meticulous in interpreting administration operation procedure	20 hours	Demonstration & Observation	ii. Level of management in organisation confirmed according to job responsibility

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Monitor departmental operation schedule	<ul style="list-style-type: none"> <li>i. Company operational planning</li> <li>ii. Procedure to prepare work schedule</li> <li>iii. Division sales planning</li> <li>iv. Procedure to determine sales target</li> </ul>			18 hours	Lecture	<ul style="list-style-type: none"> <li>i. Divisional operational planning for monitoring operation schedule interpreted</li> </ul>
		<ul style="list-style-type: none"> <li>i. Obtain and interpret division operational planning</li> <li>ii. Determine sales performance for each division based on operation report</li> <li>iii. Update division operation schedule</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Meticulous on the job</li> </ul>	28 hours	Demonstration & Observation	<ul style="list-style-type: none"> <li>ii. Sales volume for each salesman /sales team clarified based on reports</li> <li>iii. Sales performance concluded for each salesman /sales team</li> </ul>
3. Evaluate staff performance	<ul style="list-style-type: none"> <li>i. Procedure on preparing Key Performance Index (KPI) and Key Result Area (KRA)</li> <li>ii. Procedure to prepare job description</li> <li>iii. Procedure to evaluate staff competency level</li> </ul>			15 hours	Lecture	<ul style="list-style-type: none"> <li>i. Key Performance Index (KPI) for sales explained as per company procedure</li> <li>ii. Criteria to determine staff competency level listed out</li> </ul>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Determine staff Key Performance Index (KPI) for sales ii. Determine staff competency level iii. Determine procedure to check salesman competency level iv. Assess salesman/sales team competency level	<u>Attitude:</u> i. Fair/not bias in evaluating staff performance	23 hours	Demonstration & Observation	
4 Coordinate departmental operational cost	i. Types of expenditure for sales team <ul style="list-style-type: none"> <li>• Transportation</li> <li>• Marketing collateral</li> <li>• Staff meals</li> <li>• Communication (Phones, Fax, Internet)</li> </ul> ii. Procedure of accounting iii. Procedure of requisition iv. Types of operational cost, such as; <ul style="list-style-type: none"> <li>• Utilities</li> <li>• Staff cost</li> <li>• Administration cost</li> <li>• Secretarial and legal cost</li> </ul>			20 hours	Lecture	i. Types of expenditure listed out correctly based on company operation environment ii. Procedure to identify budget allocation explained based on company financial management procedure iii. Expenditure of sales operation listed out according to records
		i. Obtain division operational expenditure ii. Determine allocated budget for sales team		21 hours	Demonstration & Observation	



Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		iii. Assess sales team expenditure based on allocated budget	<u>Attitude:</u> i. Meticulous in interpreting operation cost			
5 Evaluate departmental performance	i. Various types of methods for marketing ii. Sales planning document iii. Procedure of setting KPI on sales team iv. Procedure to assess sales performance			10 hours	Lecture	i. Key Performance Index (KPI) for departmental sales target explained as per company procedure
		i. Obtain departmental KPI on sales target ii. Compile sales report from sales team iii. Assess sales team performance based on sales achieve	<u>Attitude:</u> i. Thorough in evaluating department sales performance	23 hours	Demonstration & Observation	ii. Criteria to determine sales team competency level listed out iii. Sales team performance based on sales achieve explained
6 Prepare departmental administration report	i. Procedure to prepare departmental administration report ii. Organisation's procedure on report writing			15 hours		i. Departmental administration report produced according to correct format

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> <li>i. Determine procedure and format to prepare departmental administration report</li> <li>ii. Write departmental administration report</li> <li>iii. Submit and present departmental administration report to executive / stakeholder</li> </ul>	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> <li>i. Meticulous in preparing departmental administration report</li> </ul>	23 hours		

## Employability Skills

Core Abilities	Social Skills
04.08 Develop and negotiate staffing plans 04.09 Prepare project / work plans 04.10 Utilize science and technology to achieve goals 05.03 Allocate and record usage of financial and physical resources 05.04 Delegate responsibilities and / or authority 05.05 Coordinate contract and tender activities 06.08 Identify and analyse effect of technology on the environment	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Learning skills 5. Leadership skills 6. Multitasking and prioritizing 7. Self-discipline 8. Teamwork

## Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Company procedure 2. Organisation structure 3. Sales & marketing plan 4. Operational expenses report 5. Key Performance Index	1:5 1:5 1:5 1:5 1:5

## REFERENCES

1. William J. McDonald (1998), Direct Marketing-An Intergrated Approach, ISBN:0-07-115951-7
2. Czinkota, Ronkainen, Moffett & Moynihan (1995), Global Business, ISBN:0-03-094881-9
3. Philip Kotler (2009), Marketing Management An Asian Perspective, ISBN:981-06-7993-9
4. Gilbert A. Churchill, Jr J. Paul Peter (1998), Marketing Creating Value For Customer, ISBN:0-25622877-9
5. Henry Assael (1995), Marketing Management – Strategy And Action, ISBN:0-534-04788-2

**CONTACT HOUR DISTRIBUTION FOR ; SALES & MARKETING ADMINISTRATION (LEVEL 4)**

COMPETENCY UNIT NO.	COMPETENCY UNIT TITLE	WORK ACTIVITIES	GUIDED		TOTAL (HRS)	CREDIT HOURS
			RELATED KNOWLEDGE	RELATED SKILL		
M01	PRODUCT ANALYSIS	Identify product analysis requirement	10	20	304	30
		Plan product analysis activities	20	26		
		Carry out product specification analysis	20	25		
		Carry out pricing analysis	17	25		
		Carry out product distribution analysis	16	24		
		Carry out product added value analysis	16	24		
		Evaluate product analysis result	11	20		
		Prepare product analysis report	10	20		
		<b>TOTAL HOURS</b>	<b>120</b>	<b>184</b>		
M02	MARKET ANALYSIS	Identify target market	13	20	190	19
		Identify market demand	18	29		
		Analyse market potential growth	18	26		
		Analyse previous achievement / activity on sales & marketing	16	20		
		Prepare market analysis report	10	20		
		<b>TOTAL HOURS</b>	<b>75</b>	<b>115</b>		
M03	CORPORATE SALES	Perform sales prospecting	9	16	152	15
		Perform sales approach & presentation	16	27		
		Perform sales closing and collections	18	29		
		Perform sales follow up	17	20		
		<b>TOTAL HOURS</b>	<b>60</b>	<b>92</b>		
M04	SALES BUDGETING	Identify sales activities	15	20	152	15
		Carry out sales planning	18	26		
		Prepare sales projection	15	23		
		Present sales budget for approval	12	23		
		<b>TOTAL HOURS</b>	<b>60</b>	<b>92</b>		
M05	SALES & MARKETING STAFF MONITORING & CONTROL	Develop sales force	15	20	228	22
		Provide staff training and development	15	27		
		Provide marketing sales tools	19	23		
		Establish team objective	15	23		
		Carry out account responsibilities allocation	15	22		
		Coordinate sales team rewards	11	23		
		<b>TOTAL HOURS</b>	<b>90</b>	<b>138</b>		

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COMPETENCY UNIT NO.	COMPETENCY UNIT TITLE	WORK ACTIVITIES	GUIDED		TOTAL (HRS)	CREDIT HOURS
			RELATED KNOWLEDGE	RELATED SKILL		
M06	SALES PERFORMANCE EVALUATION	Identify company's sales goals	10	20	151	15
		Carry out sales performance evaluation	19	28		
		Construct performance feedback	16	22		
		Prepare sales performance report	15	21		
		<b>TOTAL HOURS</b>	<b>60</b>	<b>91</b>		
M07	MARKETING COLLATERAL PREPARATION	Identify product / service or selling package information	15	20	190	19
		Identify types of marketing kit material	19	23		
		Identify method of promotion / marketing	15	23		
		Prepare marketing kit material	16	28		
		Distribute marketing kit material	10	21		
		<b>TOTAL HOURS</b>	<b>75</b>	<b>115</b>		
M08	DEPARTMENTAL ADMINISTRATION	Identify departmental operation administration requirement	12	20	228	22
		Monitor departmental operation schedule	18	28		
		Evaluate staff performance	15	23		
		Coordinate departmental operational cost	20	21		
		Evaluate departmental performance	10	23		
		Prepare deptmental administration report	15	23		
		<b>TOTAL HOURS</b>	<b>90</b>	<b>138</b>		
JUMLAH KREDIT						<b>157</b>
<p>TERPANDU/GUIDED ( KULIAH LATIHAN, DIBENKEL, MAKMAL, KERJA LAPANGAN )</p> <p>PEMBELAJARAN SENDIRI / SELF LEARNING ( PEMBACAAN TUGASAN,PENULISAN LAPORAN,PENYEDIAAN UNTUK PENILAIAN )</p> <p>* 1 KREDIT = 10 JAM NATIONAL</p>						